

AMENDMENTS TO THE CLAIMS

Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

- Claim 1 (Withdrawn): A segment of channel letter coil comprising:
a substrate;
a first reflective material disposed upon a first surface of the substrate; and
a second reflective material disposed upon the first reflective material.
- Claim 2 (Withdrawn): The segment of claim 1, further comprising an aesthetic material disposed upon a second surface of the substrate, opposite the first surface.
- Claim 3 (Withdrawn): The segment of claim 2, wherein the substrate is metal.
- Claim 4 (Withdrawn): The segment of claim 3, wherein the substrate is aluminum.
- Claim 5 (Withdrawn): The segment of claim 4, wherein the substrate comprises Alloy 3105.
- Claim 6 (Withdrawn): The segment of claim 5, wherein the first reflective material is opaque.
- Claim 7 (Withdrawn): The segment of claim 6, wherein the first reflective material is of a selected color.
- Claim 8 (Withdrawn): The segment of claim 7, wherein the first reflective material comprises a polyester coating.
- Claim 9 (Withdrawn): The segment of claim 8, wherein the first reflective material comprises a thermo-set polyester coating.
- Claim 10 (Withdrawn): The segment of claim 9, wherein the second reflective material is opaque.

Claim 11 (Withdrawn): The segment of claim 10, wherein the second reflective material is of a selected color.

Claim 12 (Withdrawn): The segment of claim 11, wherein the second reflective material comprises a polyester coating.

Claim 13 (Withdrawn): The segment of claim 12, wherein the second reflective material comprises a thermo-set polyester coating.

Claim 14 (Withdrawn): The segment of claim 13, wherein the first and second reflective materials are identical.

Claim 15 (Withdrawn): The segment of claim 14, wherein the first and second reflective materials have a collective thickness of greater than about 1.2 mils.

Claim 16 (Withdrawn): The segment of claim 15, wherein the first and second reflective materials have a collective thickness between about 1.2 mils and 1.4 mils.

Claim 17 (Withdrawn): The segment of claim 16, wherein the aesthetic material comprises a fluoropolymer coating.

Claim 18 (Withdrawn): The segment of claim 17, wherein the aesthetic material is opaque.

Claim 19 (Withdrawn): A roll of channel letter coil comprising:
a rolled substrate;
a first reflective material disposed upon an inner surface of the substrate; and
a second reflective material disposed upon the first reflective material.

Claim 20 (Withdrawn): The roll of claim 19, further comprising an aesthetic material disposed upon an outer surface of the substrate.

Claim 21 (Withdrawn): The roll of claim 20, wherein the substrate is metal.

Claim 22 (Withdrawn): The roll of claim 21, wherein the substrate is aluminum.

Claim 23 (Withdrawn): The roll of claim 22, wherein the substrate comprises Alloy 3105.

- Claim 24 (Withdrawn): The roll of claim 23, wherein the first reflective material is opaque.
- Claim 25 (Withdrawn): The roll of claim 24, wherein the first reflective material is of a selected color.
- Claim 26 (Withdrawn): The roll of claim 25, wherein the first reflective material comprises a polyester coating.
- Claim 27 (Withdrawn): The roll of claim 26, wherein the first reflective material comprises a thermo-set polyester coating.
- Claim 28 (Withdrawn): The roll of claim 27, wherein the second reflective material is opaque.
- Claim 29 (Withdrawn): The roll of claim 28, wherein the second reflective material is of a selected color.
- Claim 30 (Withdrawn): The roll of claim 29, wherein the second reflective material comprises a polyester coating.
- Claim 31 (Withdrawn): The roll of claim 30, wherein the second reflective material comprises a thermo-set polyester coating.
- Claim 32 (Withdrawn): The roll of claim 31, wherein the first and second reflective materials are identical.
- Claim 33 (Withdrawn): The roll of claim 32, wherein the first and second reflective materials have a collective thickness of greater than about 1.2 mils.
- Claim 34 (Withdrawn): The roll of claim 33, wherein the first and second reflective materials have a collective thickness between about 1.2 mils and 1.4 mils.
- Claim 35 (Withdrawn): The roll of claim 34, wherein the aesthetic material comprises a fluoropolymer coating.
- Claim 36 (Withdrawn): The roll of claim 35, wherein the aesthetic material is opaque.

Claim 37 (Original): A method of producing channel letter coil, comprising the steps of:
providing a substrate;
disposing a first reflective material upon a first surface of the substrate;
disposing a second reflective material upon the first reflective material; and
rolling the substrate into a coil.

Claim 38 (Original): The method of claim 37, further comprising the step of disposing an aesthetic material upon a second surface of the substrate, opposite the first surface, prior to rolling the substrate into a coil.

Claim 39 (Original): The method of claim 38, wherein the step of providing a substrate further comprises providing a metal substrate.

Claim 40 (Original): The method of claim 39, wherein the step of providing a substrate further comprises providing an aluminum substrate.

Claim 41 (Original): The method of claim 40, wherein the step of disposing a first reflective material further comprises disposing a thermo-set polyester coating.

Claim 42 (Original): The method of claim 41, wherein the thermo-set polyester coating is disposed manually.

Claim 43 (Original): The method of claim 41, wherein the thermo-set polyester coating is disposed using a coating machine.

Claim 44 (Original): The method of claim 41, wherein the step of disposing a second reflective material further comprises disposing a thermo-set polyester coating.

Claim 45 (Original): The method of claim 44, wherein the thermo-set polyester coating is disposed manually.

Claim 46 (Original): The method of claim 44, wherein the thermo-set polyester coating is disposed using a coating machine.

Claim 47 (Original): The method of claim 41, further comprising the step of heating the substrate after the first reflective material is disposed.

Claim 48 (Original): The method of claim 41, wherein the first and second reflective materials are applied to a collective thickness of greater than about 1.2 mils.

Claim 49 (Original): The method of claim 48, wherein the first and second reflective materials are applied to a collective thickness between about 1.2 mils and 1.4 mils.

Claim 50 (Original): The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

Claim 51 (Original): The method of claim 44, further comprising the step of heating the substrate after the second reflective material is disposed.

Claim 52 (Original): The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

Claim 53 (Original): The method of claim 44, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.

Claim 54 (Original): The method of claim 53, wherein the aesthetic material is disposed manually.

Claim 55 (Original): The method of claim 54, wherein the aesthetic material is disposed using a coating machine.